

Time-sensitive fulfilment programme for a global banking client

Case Study

We work alongside a global banking client to support their corporate credit card business. While the company is a client at our Edinburgh site, our Galashiels fulfilment site also acts as a disaster recovery location, with a team of customer support agents providing additional support in an emergency or whenever required.

To comply with new government legislation, the client asked us to provide fulfilment support on a one-off, three-month project.

Situation

This client's internal department handles the reissuing of corporate cards, if they expire or were lost, for example.

However, a change in government legislation requiring banks to ring fence their retail and wholesale businesses meant that the client had to move a significant number of corporate card customers, transferring their accounts to a different entity in the bank and reissuing approximately 30,000 cards.

This was a huge task that the internal team did not have the capacity for as they could only issue 500 cards per week. With the deadline fixed, and limited resources available, the client asked SYKES to provide a proposal and timetable for completion of the project.

Key Points

<p>Reissued and distributed approx. 30,000 cards within 3 months</p> 	<p>Met the client's stringent security requirements</p> 	<p>Redesigned the process</p> 	<p>Reduced the headcount required</p> 	<p>Delivered on time and on budget</p> 
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Solution

Over the course of a three month project, we redesigned the programme, reducing the support headcount, while meeting the deadline.

This involved us receiving the stock of cards from bank's supplier, sorting them by company, and checking whether each card was being distributed to the end-user or to the company for internal distribution. Accessing the client's systems to check contact information and addresses, we sent out the cards via courier, Royal Mail, or disguised mail.

Security

For this client, security was key.

A secure environment was created for all handling and processes, staff were vetted in the same way that the client's internal team were, and their corporate security team conducted a full site assessment.

The client's corporate security was onsite and access to the area was restricted. Any deliveries by the card manufacturer had to be collected and signed for by 2 people.

Additional CCTV was installed and a clean desk policy enforced. In areas where mail crime was high, cards were delivered by disguised mail, using handwritten envelopes and stamps.

Streamlined process

The programme had an extra element of complexity because it involved both B2B and B2C processes. Turning this around in the time available without any process changes would require a team of 50. We worked with the client to redesign processes to speed up card handling without reducing the level of checks. This allowed us to complete the project with a team of 10, completing the work on schedule and saving both time and money.

Outcome

The programme was completed on time and complied with the client's requirements, enabling them to meet the new regulations.

Their feedback was extremely positive, and the company was pleased to find a partner with the resources to step in and support in such a short timeframe, with reduced headcount and minimal challenges during the setup and running of the programme.